

What is claimed is:

1. A process for applying a coating of a material onto a web, said process comprising the steps of
 - a. providing a source of said material in the fluid state, wherein said source comprises at least one output nozzle for emitting said material in the fluid state in a first direction;
 - b. producing a relative movement between said at least one output nozzle and said web by keeping said at least one output nozzle at least in the vicinity of said web at a coating region, whereby said coating material in the fluid state emitted from said at least one output nozzle is applied onto said web at said coating region, wherein said relative movement takes place in a second direction, said first and second directions forming an angle therebetween, wherein said angle is less than 45°.
2. The process of claim 1, further comprising the step of maintaining said web essentially flat and extending in said second direction at said coating region.
3. The process of claim 1, further comprising the step of mutually positioning said at least one nozzle with respect to said web at said coating region in such a way that in travelling from said at least one nozzle to the surface of the web being coated, the coating material follows a free path over a given distance.
4. The process of claim 1, wherein said angle is less than 30°.
5. The process of claim 1, wherein said angle is about 5°.
6. The process of claim 3, wherein said distance is between 0 and 0.5 mm.
7. The process of claim 1, wherein said coating material comprises a hot melt adhesive.
8. The process of claim 1, wherein web is selected from the group consisting of nonwoven materials, polymer films, siliconised foil materials and combinations thereof.

9. The process of claim 1, wherein the material of said web is selected from the group consisting of polyethylene, polypropylene and combinations thereof.
10. An apparatus for applying a coating of a material onto a web, said apparatus comprising:
 - a. an applicator head for applying said material in the fluid state, said applicator head comprising at least one output nozzle for emitting said material in the fluid state in a first direction;
 - b. a drive unit for producing a relative movement between said at least one output nozzle and said web by keeping said at least one output nozzle at least in the vicinity of said web at a coating region, wherein said relative movement takes place in a second direction, said first and second directions forming an angle therebetween, wherein said applicator head is arranged such that said angle is less than 45°.
11. The apparatus of claim 10, wherein said drive unit is arranged to maintain said web essentially flat and extending in said second direction at said coating region.
12. The apparatus of claim 10, wherein said at least one nozzle is positioned with respect to said web at said coating region in such a way that, in travelling from said at least one nozzle to the surface of the web being coated, the coating material follows a free path over a given distance.
13. The apparatus of claim 10 wherein said angle is less than 30°.
14. The apparatus of claim 10, wherein said angle about 5°.
15. The apparatus of claim 12, wherein said distance is between 0 and 0.5 mm.
16. The apparatus of claim 10, wherein said applicator head comprises a tapered shape, said tapered shape converging towards an output end of said applicator head, said at least one output nozzle being provided on said output end of said applicator head.
17. The apparatus of claim 16, wherein said applicator head comprises a raindrop-type cross section.

18. The apparatus of claim 10, wherein said applicator head comprises an outer surface adapted for slidingly contacting said web.
19. The apparatus of claim 18, whereby said web slidingly contacting the outer surface of said applicator head is kept essentially flat at said coating region.
20. The apparatus of claim 10, further comprising a support fixture for supporting said applicator head in a generally floating arrangement, whereby said applicator head allows for variations in the tension of said web.